



A lab technician tests a herbal pill for disintegration properties

at Murdock International.

24 Feb 1985

Herbal Medicine Producer Finds Home in County

By NORLEY HALL
Springville Correspondent

SPRINGVILLE — Murdock International, the nation's leading producer of herbal medicines for retail outlets, has found a home in the Springville Industrial Park.

"Springville officials and staff people could not have done more to help us with a choice of where to locate and to assist in becoming established here," said Ken Murdock, the company president. "To a man, we love the Springville Industrial Park and the city of Springville."

The herbal industry is relatively new although the use of herbs as medicine may be as old as mankind itself.

Murdock noted that health foods and medicines were not popular when he decided to go into business in 1970. "But I could really see a future in the business."

"I personally use the products as do my family and friends. Our quality of life is better because we are using natural medicines and products. I find them very beneficial and am gratified when I travel and find others using our products and benefitting from them."

Murdock said the idea for the business began in 1969 when his father, Tom, began seeking a way to help his wife Lalovi, who was suffering from a serious illness. He had heard of the healing properties of the desert herb, chaparral, and obtained some, processing it himself.

After his wife's health improved, he founded Nature's Way Research Laboratories in Arizona.

Ken went to work for his father "just for the summer" and became convinced of the future of such products.

The company employs 110 people in its plant at 10 Mountain Springs Drive.

Workers appear proud of their part in the production process.

Anne Pulshipper smiled as she explained her labeling job. "We have to keep up on lot numbers and expiration dates and monitor label usage," she said. "We have at least 300 separate products and need to be accurate."

That accuracy is the job of quality control personnel such as Tom Wright, a lab technician. "The materials we get are put into a quarantine area until we can check them out," he noted. "Some of the microbiology tests are sent to other laboratories and we do the others. If we don't like the way the tests look, we don't clear the product. If we are going to make an error, it will be on the side of caution. While we want production, we lean towards customer protection."

The warehouse is full of all manner of strange-sounding and smelling herbs piled into cartons awaiting clearance and final usage.

"We import herbs from all over the world," said Murdock. "They have to meet our rigid standards or we do not accept them."

"We are committed to excellence," said Murdock. "I can't imagine any company providing higher standards for quality than we do in this type of product. Excellence is not a static standard, however. We expect to continue to set new goals to achieve. We are in a continual process of expanding every aspect of quality, both in our employees and in other areas."

"Our company and the herbal industry in general have only reached a minor segment of the total potential market," Murdock



Our selection of
customer loyalty

